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Hennes Communications is now called Hennes Paynter Communications. To find out why: <http://bit.ly/7o0hzD>  
Check out our new website, too: <http://www.crisiscommunications.com>

# Crisis Comm & Media Relations E-Newsletter

## February 1, 2010

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The best way to reach us is by calling 216-321-7774.

However, if your situation is **extraordinarily** critical, please call our 24/7 Emergency Crisis Comm Hotline at 216-223-8771.

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The only agency in Ohio focused exclusively on crisis communications and winner of the 2009 Gold Award for Crisis Communications and the 2009 "Best In Show Award" at the recent Public Relations Society of America Cleveland Rocks Award Program

For full details: <http://bit.ly/5EBzPW>

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### 1. Toyota's Tylenol Moment

After the drip, drip, drip of recalling millions of vehicles due to sticky accelerator pedals and faulty floor mats linked to several fatal accidents, Toyota now faces its own “Tylenol moment.” Toyota must either take decisive, sweeping action to demonstrate its concern for consumer safety - or risk losing a reputation for quality and safety it took 30 years to build. Let’s see what crisis comm expert Gene Grabowski at Levick Strategic Communications has to say about this.

Bulletproof Blog <http://bit.ly/bRAFpz>




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## 2. Royal Carib Decision to Dock Ship in Haiti Causes Controversy

With tens of thousands of people dead and dying in Haiti, Royal Caribbean Cruise Line is docking ships at the "picturesque wooded peninsula" known as Labadee, which it leases on Haiti's northern coast. At Labadee, passengers "enjoy jet-ski rides, parasailing and rum cocktails delivered to their hammocks." A wide variety of voices in the media and blogosphere immediately pounced on this obvious misstep by Royal Caribbean. But before you immediately come to that same conclusion, the story isn't quite what it seems – and what's right or wrong is legitimately debatable. You'll find a wide variety of views below.

Yahoo News <http://bit.ly/cr7qNQ>

Advertising Age (be sure to scroll down past the bottom of the article to read the thoughtful reader comments)  
<http://bit.ly/bqDnE9>

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## 3. Obama & The Press

Ken Auletta writes in a recent New Yorker piece getting lots of media buzz: "The news cycle is getting shorter -- to the point that there is no pause, only the constancy of the Web and the endless argument of cable. This creates pressure to entertain or perish, which has fed the press's dominant bias: not pro-liberal or pro-conservative but pro-conflict." White House press secretary Robert Gibbs tells (Auletta): "What used to drive one or two days of coverage and questions is now readily subsumed every few hours."

MediaMatters <http://bit.ly/bzLv8E>

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## 4. Pause Celebre

We recently came across an essay written by Trevor Butterworth, more an ode, actually, to the humble semi-colon. With reference to "linguistic emperors," "semicolonists" and "punctophilia," one is asked if there really is "an animus against the semicolon because it adds nuance." "Let me be plain: the semicolon is ugly, ugly as a tick on a dog's belly," says American writer Donald Barthelme.

Financial Times <http://bit.ly/dc7ura>

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## 5. Corporate Antagonism Goes Public

When Time Warner Cable was tussling over fees with the News Corporation, it did something that would have been unthinkable in the backrooms where deals were once struck: it hired a political consultant to mount a public campaign against its own client.

New York Times (free registration required) <http://bit.ly/9vgsYX>

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## 6. An Abundance of Talent PLUS Communicating Via Resume

Do you need a writer or researcher on a one-time or temp basis? If so, there is an enormous pool of talent out there right now, all of whom are willing to roll up their sleeves, writing reports, backgrounders and brochures and doing deep-dive research projects, all at a reasonable cost to you. If you have need of those services, call Hennes Paynter Communications at 216-321-7774. We're in touch with many reporters and editors who are now freelancing. On a no charge basis, we'd be happy to play matchmaker, put you in touch with them - and get out of the way so you can do business directly with them.

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Because the world of publishing continues to shrink, we continue to receive resumes from job-seekers. Unfortunately, the vast majority of those resumes are simply wretched, virtually guaranteeing the applicant won't make it past our circular file nor will their resumes find serious consideration wherever else sent. If you know of a communicator looking for a position, we suggest you refer them to executive recruiter Laurie Mitchell's web site for useful tips, resume "verb list" and sample resumes. Laurie is the acknowledged expert on what companies seek and what candidates need to know: <http://www.lauriemitchellcompany.com>

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## 7. Well-Chosen Words. Or Not.

“Due to industrial action by overpaid and underworked air traffic controllers in Ireland, Ryanair has been forced to cancel 52 flights today (20th Jan) affecting over 6,000 passengers. Please see the below list of cancelled flights which were scheduled to operate to and from Ireland today. ”

After seeing those words on Ryanair's website (click here for a screen shot: <http://bit.ly/9sU2yh>), risk and business continuity manager Gary Hibberd said, “I'm not a media expert, but I did think the words here were a tad on the emotive side and I would suggest quite provocative, too! I appreciate that the cancellations caused serious issues for Ryanair and (more importantly) significant disruption to its passengers, but to begin by openly insulting an entire profession seems, in my opinion, an incredible act of arrogance and I do have to wonder at which point the Ryanair crisis management team agreed that their business should openly insult an important group of professionals in a business which is heavily unionised.

Gary, we couldn't agree with you more.

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## 8. Short Takes

>>> **How to use an apostrophe.** The Oatmeal.com <http://bit.ly/ce4RB4>

>>> **Are your ears burning?** Here are 20 tools for tracking yourself or your organization on the internet. MCPromotions.com <http://bit.ly/9ErGxa>

>>> **CEO's talk about blogging.** Forbes.com <http://bit.ly/ckaiMV>

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**Need a keynote speech, short seminar or training session for a lunch meeting or conference? Give Bruce Hennes or Barb Paynter a call at 216-321-7774. Check out their list of previous seminar sponsors:**

<http://www.crisiscommunications.com/past-events.html>

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**9. Resolve To Be Ready 2010**

Before we sign-off, your Crisis Comm E-Newsletter and the Federal Emergency Management Agency's Ready Campaign are once again reminding you to Resolve to be Ready in 2010.

While nearly 50 percent of Americans make New Year's Eve resolutions, very few manage to keep them. The Ready Campaign would like to make an emergency preparedness resolution easy to keep by providing the tools and resources needed to take the three important steps: get a kit, make a plan and be informed about the different types of emergencies that can happen in your area and their appropriate responses.

On the link below, you will find a toolkit to help your organization develop internal and external messages to encourage your members, employees, constituents, customers and community to make a New Year's resolution to prepare for emergencies. You will also find Web banners for your organization's Web site, a sample E-mail and a Newsletter you can share with your key constituents.

<http://bit.ly/83XmJs>



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**10. Check Out Bruce & Barb's Schedule....**

**3/9/10 Greater Cleveland School Superintendent Association**  
Extreme Crisis Communications (3.5 hours)

NOTE: Approval for Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General is pending.

**3/16/10 Stark County Safety Council**

How the Media Manipulate the News (1 hour)

**3/17/10 Tallmadge Chamber of Commerce**

How the Media Manipulate the News (1 hour)

**3/30/10 Bureau of Workman’s Compensation Annual Safety Congress**

How the Media Manipulate the News (1 hour)

**3/31/10 Lake County Bar Association**

Managing the Media: Lawyers & The Press (1 hour)

**4/22/10 Mahoning Valley Safety Council**

How the Media Manipulate the News (1 hour)

**5/5/10 American Public Transit Association**

Crisis Communications (1.5 hours)

**5/7/10 Business Volunteers Unlimited**

Managing the Media + Crisis Communications (3 hours)

**5/11/10 Akron Sales & Marketing Executives**

How the Media Manipulate the News (1 hour)

**5/20/10 Heights-Hillcrest Chamber of Commerce**

Media Relations: Tools, Tips & Tactics (1 hour)

**6/11/10 Canton Chamber of Commerce**

How the Media Manipulate the News (1 hour)

**11/18/10 Senior Sales & Marketing Association**

How the Media Manipulate the News (1 hour)

NOTE: Most of the above are open-to-the-public. Some of the seminars are free; others require a fee, payable to the sponsoring organization. Please call or write us for further information.



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## 11. Our Permanent Collection

**A. Our favorite blog on the subject of public and citizen preparedness.** Undoubtedly, you will find it helpful to you, your family, your business, nonprofit, government agency and your community when it comes to preparing for emergencies -- big and small: <http://incaseofemergencyblog.com/> Written by John Solomon, he's also the writer of "It's An Emergency – We're Not Prepared," which can be read here (free registration required): <http://bit.ly/92Rq77>

**B. Our favorite book about Homeland Security is "Our Own Worst Enemy: Asking the Right Questions About Security to Protect You, Your Family, and America" by Randall Larson, director of the Institute for Homeland Security.** The book provides a solid, practical, logical approach to personal security for all Americans and explains why the government is not prepared to help us in a time of crisis. For more info: <http://bit.ly/6JQjuQ>

**C. As we learned on 9/11 and after Hurricane Katrina, when landline and cell phone telephone lines go down or are jammed to overcapacity, short text messages (150 characters maximum) can often get through.** This is because person-to-person voice phone calls basically require an "open pipe" while text messages occupy very little bandwidth and can be "lined up" for delivery. The easiest way to send a text message is cell phone to cell phone (for instructions on how to do so, we suggest you find a 13 year old – they all appear to be quite capable of texting).

You can also use your computer or Blackberry-type device to send a text message, also known as SMS, to a cell phone, just like a regular email. Here are the exact email addresses you can use to send computer-to-cell phone emails (the x's represent the cell phone's area code and phone number, without the "1" and without any dashes):

AT&T xxxxxxxxxxx@txt.att.net

Nextel xxxxxxxxxxx@messaging.nextel.com

Sprint xxxxxxxxxxx@messaging.sprintpcs.com

T-Mobile xxxxxxxxxxx@tmomail.net

Verizon Wireless xxxxxxxxxxx@vtext.com

For a complete list of all cell phone company "texting domains", type in <http://bit.ly/ckqHNO>

**WARNING:** 1. Depending upon the recipient's cell phone contract, they may pay a few cents to send or receive a text message; 2. Sometimes computer-to-cell phone text message are nearly instantaneous, sometimes they can take hours to go thru the system. Best bet: we suggest you try sending a few computer-to-cell phone text messages now – before you need to do this in an emergency.

**D. It's been eight years the terrorist attacks of 9/11 and three years since the issuance of The National Commission on Terrorist Attacks Upon the United States Report. Are we safer today?** The authors of that official report think the answer is no. You can read what they recently wrote here: <http://bit.ly/aJpZqR>

**E. Want a short refresher on crisis communications?** Check out this short, six-minute video of Bruce Hennes on the web: <http://bit.ly/dloCxl>

**F. Dan Hanson at GreatLakesGeek.com, interviews Bruce Hennes.** <http://bit.ly/dw4veX>

**G. Make a Plan: With ready.gov/business, the business you've worked so hard to build can be as prepared as possible should a disaster strike.** Download free, easy-to-use checklists, templates and other resources to help you develop an affordable plan. Protect your business or life's work - start or update your plan today. Becoming a success is hard work. Protecting it isn't. Here's how: [www.ready.gov](http://www.ready.gov)

**H. Emergency & Crisis Info: Do you live in Greater Cleveland? If so, you may be in range of these new, low-power, community and emergency information stations:** Mayfield Heights 1700-AM; Mayfield Village 1640-AM; Mentor 1620-AM; Beachwood 1630-AM.; Pepper Pike 1670-AM; Lakewood 1660-AM; Strongsville 1640-AM; Brunswick 1700-AM; and Westlake 1680-AM. In the event of an emergency, you will find these stations to be an important source of information. If you live in or near one of these communities, you should set your car radio button for one of these stations.

**I. Pandemic Flu Link:** <http://www.flu.gov>

**J. Apologizing – Vanity Fair’s All-Purpose Public Mea Culpa Kit:** <http://bit.ly/dfQnIW> Keep a copy handy - the reputation you save may be your own.

**K. When disaster strikes and telephone lines are jammed, how can you assure your critical calls go through?**  
The National Communications System (NCS), part of the Department of Homeland Security, offers priority telecommunications services to first responders, police, fire and rescue, public safety officials at all levels of government, and other national security and emergency preparedness personnel to ensure ongoing communications during crisis situations. Sign up today at [www.ncs.gov](http://www.ncs.gov) or call 800-NCS-CALL.

**L. Business Emergency Planning Institute.** We’re active with BEPI. You should be, too. [www.bepinstitute.com/](http://www.bepinstitute.com/)

**M. Tell me, again, about crisis management:** <http://bit.ly/dBgpIT>

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**Did someone forward this e-newsletter to you? You can get your own subscription at no charge simply by sending your request to [hennes@crisiscommunications.com](mailto:hennes@crisiscommunications.com).**

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**Media Training & Coaching**

Your firm is in trouble...your CFO has been arrested...the company truck was in an accident...hackers hijacked your database...the pressure is on...the camera crew is at the door....

Do you know how to handle a high-pressure TV interview? Do you know where to look? What to wear? Where to put your hands? Do you look at the camera – or at the interviewer?

It takes a lifetime to build a reputation and only a few seconds to destroy one. In a split second you could find yourself in a position where you need to know how to handle the media or be a public spokesperson. Would you know what to do or how to respond?

More important – will you “manage the message” and advance the cause of your business, agency or nonprofit?

You can be certain the senior executives at virtually all of the Fortune 500 companies have been thru media training, working with a media coach, where they’ve learned to deal with adversarial situations with journalists. Perhaps it’s time for you to learn this specialized set of media survival skills?

We also offer straight spokesperson & presentation training and coaching, which consists of ways to improve a spokesperson's skills and daily interactions with peers, subordinates, investors, journalists and other outside parties.

Call Bruce Hennes, Barbara Paynter and the staff at Hennes Paynter Communications today at 216/321-7774 and talk to us about media, spokesperson and presentation training and coaching for you, your top execs -- or anyone who might have to hold the fort down with a reporter until the appropriate spokesperson can be located.

Ask us, too, about how we can help you create, implement and test a crisis communications plan.

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**SPECIAL NOTE FOR ATTORNEYS**

**[Managing the Media: Lawyers & The Press CLE](#)**

In today's world of high-profile litigation, it is beyond dispute that law firms frequently retain PR consultants to help with media relations.

Our CLE, depending upon length, can include canons and case law surrounding the relationship between PR activities, PR counsel and the management of the media; establishing & maintaining "control of the message"; when a reporter calls - making point and not just answering questions; what reporters expect; what news makers should expect; defining and creating Key Messages; reporter's agenda vs. the attorney's agenda; the fundamental differences between print, television and radio interviews and how each require different skill sets; dealing with the press proactively and reactively; "off the record, not for attribution" and other advanced techniques; and creating relationships with reporters and editors.

Numerous law firms have brought us in to do one of our seminars; some have used our seminar for a marketing opportunity, inviting a large number of corporate counsel, as well as prospects for new business.

Call us at 216-321-7774 to discuss particulars.

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**About Hennes Paynter Communications LLC**

Hennes Paynter Communications is a crisis communications, media training and media relations consulting firm based in Cleveland. Serving corporations, government agencies, nonprofits and individuals who are "on trial" in the court of public opinion, Hennes Paynter Communications also offers litigation communication support and public relations services to their clients. The firm is a coalition member of ProtectingAmerica.org and National Preparedness Month (US. Department of Homeland Security).

We can be reached by calling 216/321-7774 or by email at hennes@crisiscommunications.com.

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**Administrivia**

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**FORMAT:** There are still many browsers and email programs that are not state-of-the-art and subsequently cannot automatically "read" HTML (the coding used to design web pages). Therefore, this newsletter is designed simply, omitting most graphics, and can be read by virtually any email program.

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person should be sought.

OUR FAVORITE QUOTE: You simply can't communicate your way out of a situation you've behaved your way into (credit to Don Etling at Fleishman-Hillard for this insight).

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**When your business or reputation is threatened,  
you need a specialist.**

**A crisis communications specialist.**



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